



WDAF-TV

ORDER

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Flight Dates 10/16/12-10/22/12

Contract / Revision 571517 / Product ED MARTIN FOR MO Order Sep 00:15:00
Original Date / Revision 10/15/12 10/15/12 Estimate # C16C22
Billing Type Cash Alt Order # 09804593
Billing Contact Order Type GENERAL
Advertiser Martin/R/AG/MO Billing Cycle EOM/EOC
Agency Smart Media Group LLC Billing Calendar BROADCAST
Buying Contact Demographic A35+
Sales Office DC-M Rev Codes SP-POL CAN GEN
Sales Region NAT Product Codes PL11a
Agency Ref Priority 3
Advertiser Ref

**814 King Street
Suite 400
Alexandria, VA 22314**

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Suite 400
Alexandria, VA 22314**

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 49125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	15228
KCWE	%	0
KMBC	30%	14737
KMCI	%	0
KPXE	%	0
KSHB	19%	9333
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	31	\$8,351.25	\$9,825.00	0.00	10/01/12	10/22/12	31	\$8,351.25	\$9,825.00
Totals	31	\$8,351.25	\$9,825.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	4	10/16/12	10/16/12	M-F 9-10a	M-F 9-10a	CM-All	9-10a		-T-----	:30	1	\$200.00	3	0.00	NM		1	\$200.00
NEWS AT 9A																		
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/15/12				10/21/12	-T-----		1	\$200.00	0.00									
2	4	10/17/12	10/17/12	M-F 9-10a	M-F 9-10a	CM-All	9-10a		--W----	:30	1	\$200.00	3	0.00	NM		1	\$200.00
NEWS AT 9A																		
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/15/12				10/21/12	--W----		1	\$200.00	0.00									
3	4	10/18/12	10/18/12	M-F 9-10a	M-F 9-10a	CM-All	9-10a		---T---	:30	1	\$200.00	3	0.00	NM		1	\$200.00
NEWS AT 9A																		
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/15/12				10/21/12	---T---		1	\$200.00	0.00									



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Contract / Revision 571517 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals				
													Type	Spots	Amount		
4	4	10/19/12	10/19/12	M-F 9-10a		CM-All	9-10a		---	30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		----F--		1	\$200.00			0.00							
5	4	10/22/12	10/22/12	M-F 9-10a		CM-All	9-10a		M-----	30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/22/12	10/28/12		M-----		1	\$200.00			0.00							
6	4	10/16/12	10/16/12	M-F 12p-1p		CM-All	12-1p		-T-----	30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		-T-----		1	\$200.00			0.00							
7	4	10/17/12	10/17/12	M-F 12p-1p		CM-All	12-1p		--W-----	30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		--W----		1	\$200.00			0.00							
8	4	10/18/12	10/18/12	M-F 12p-1p		CM-All	12-1p		---T---	30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		---T---		1	\$200.00			0.00							
9	4	10/19/12	10/19/12	M-F 12p-1p		CM-All	12-1p		----F--	30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		----F--		1	\$200.00			0.00							
10	4	10/22/12	10/22/12	M-F 12p-1p		CM-All	12-1p		M-----	30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/22/12	10/28/12		M-----		1	\$200.00			0.00							
11	4	10/16/12	10/16/12	M-F 4-5p		CM-All	4-5p		-T-----	30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		-T-----		1	\$250.00			0.00							
12	4	10/17/12	10/17/12	M-F 4-5p		CM-All	4-5p		--W----	30	1	\$250.00	3	0.00	NM	0	\$0.00
JUDGE JUDY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		--W----		1	\$250.00			0.00							
Spot	Ch	Date Range	Description			Start/End Time			Weekdays	Length		Rate	Rtg	Type			
1	4	10/15/12-10/21/12	M-F 4-5p			4-5p			--W-----	:30		(\$250.00)	0.00	NM			
Credited																	
13	4	10/18/12	10/18/12	M-F 4-5p		CM-All	4-5p		---T---	30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:	10/15/12	10/21/12		---T---		1	\$250.00			0.00							



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Contract / Revision 571517 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
13	4	10/18/12	10/18/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		---T---		1	\$250.00			0.00						
14	4	10/19/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		----F--		1	\$250.00			0.00						
15	4	10/22/12	10/22/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12		M-----		1	\$250.00			0.00						
16	4	10/17/12	10/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		--W----		1	\$400.00			0.00						
17	4	10/19/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		----F--		1	\$400.00			0.00						
18	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12		M-----		1	\$400.00			0.00						
19	4	10/16/12	10/16/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		-T-----		1	\$375.00			0.00						
20	4	10/17/12	10/17/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		--W----		1	\$375.00			0.00						
21	4	10/18/12	10/18/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		---T---		1	\$375.00			0.00						
22	4	10/19/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		----F--		1	\$375.00			0.00						
23	4	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		M-----		1	\$375.00			0.00						



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Contract / Revision

571517 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C16C22

Totals 31 \$9,825.00